Ideation Phase
Brainstorm & Idea Prioritization

Date	15 April 2025
Team ID	SWTID1743695015
Project Name	Shopez: E-Commerce Application
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

(2)

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 **10 minutes**

Person 1

Smart gift finder with filters (e.g., age, occasion, budget)	AI-based chat assistant for real-time gift suggestions	Gift bundles curated by theme (e.g., self-care, gadgets, books + treats)

Person 2

Personalized gift quiz (result: recommended gifts)	1-click "Buy Now" shortcut for repeat purchases	Pre-wrapped gift option with custom messages

Person 3

Reminders/ alerts for upcoming birthdays + pre-saved gift ideas	Customer reviews with images to help decision-making	Local delivery options for same-day gifts

Person 4

Virtual gift wrapping preview tool	Build-your-own-gift-box feature	"See what your friends gifted" (social shopping)

(3)

Group ideas

Taking turns sharing the ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ **20 minutes**

Group 1

Smart gift finder with filters (e.g., age, occasion, budget)	Personalized gift quiz (result: recommended gifts)	Virtual gift wrapping preview tool

Group 2

AI-based chat assistant for real-time gift suggestions	Customer reviews with images to help decision-making

Group 3

Gift bundles curated by theme (e.g., self-care, gadgets, books + treats)	Pre-wrapped gift option with custom messages	Build-your-own-gift-box feature

Group 4

Pre-wrapped gift option with custom messages	"See what your friends gifted" (social shopping)

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 **20 minutes**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- AI-based chat assistant for real-time gift suggestions
- Gift bundles curated by theme (e.g., self-care, gadgets, books + treats)
- Personalized gift quiz (result: recommended gifts)
- Customer reviews with images to help decision-making
- Local delivery options for same-day gifts
- Pre-wrapped gift option with custom messages
- Smart gift finder with filters (e.g., age, occasion, budget)
- "See what your friends gifted" (social shopping)

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)